Permit #F00039948-B

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00039948-B **Type of Permit:** FILMING **Release Date:** 05/16/2011

Production Company @RADICAL MEDIA, INC

Insured Company Name @RADICAL MEDIA, INC

Contact Phone No. 1 310-664-4563
Contact Phone No. 2
Fax
Address 1630 12TH ST
SANTA MONICA, California 90404

Production Title AD COUNCIL

Type of Production Commercial - PSA

Producer STEVE FREDRIKSZ

Director JOSH XANDER

1st AD NA NA

Production Manager LISA BRUGLIERA

FilmL.A. Coordinator Tim Overbeck

Location Manager David Lapidus
Primary Phone Mobile - 310-428-1147
Secondary Phone Office - 310-664-4500

Location Assistant TBD TBD
Primary Phone Office - 310-664-4500
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE $100.00

Total Permit Fee $100.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00039948-B	**Location Manager**	David Lapidus
Production Company	@RADICAL MEDIA, INC	Primary Phone	Mobile - 310-428-1147
Insured Company	@RADICAL MEDIA, INC	Secondary Phone	Office - 310-664-4500
Production Title	AD COUNCIL		

Location Address San Fernando Rd, Golden State rd - Sepulveda Blvd, Los Angeles, CA, 91344

Location Type Street

Film Dates 5/16/2011 - 5/16/2011 10:00 - 14:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached documents
39948 - AD COUNCIL - Agent Letter.pdf
39948_SANFERNANDO_REV.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Condors	1
Cube Trucks	2
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Crew	40
Off-Duty/Active LAPD Officer(s)	2

Filming Activities Camera on sticks; Equipment on sidewalk, in curb lane & across street; Handheld equipment; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); Wetdown; set dress median of San Fernando Rd, from Sepulveda - North 300 feet with empty school desks; set dress San Fernando Rd within closure with empty school desks; ITC San Fernando Road and Sepulveda;

Jurisdiction **Political:** Multiple Jurisdictions **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 481 **Grid:** E3

Coordinator Note
RIDER B -
*Extends closure to 1500 hours
*Collects rider fee

Parking

Base Camp	Crew Parking	
Location Type : Filming Location	Location Type : Other Location	13235 Golden State Rd, Los Angeles, CA, 91344

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Radical Media, Inc ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal (through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 10/5/10

Representative's Signature

Tracie Machizuki

Representative's Name (Please Print)

Staff Prod Super

Representative's Title (Please Print)

Radical Media, Inc

Name of Principal (i.e. company name)
(Please Print)

1630 12th Street

Santa Monica CA 90404

Principal's Mailing Address (Please Print)

310/664-4500

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

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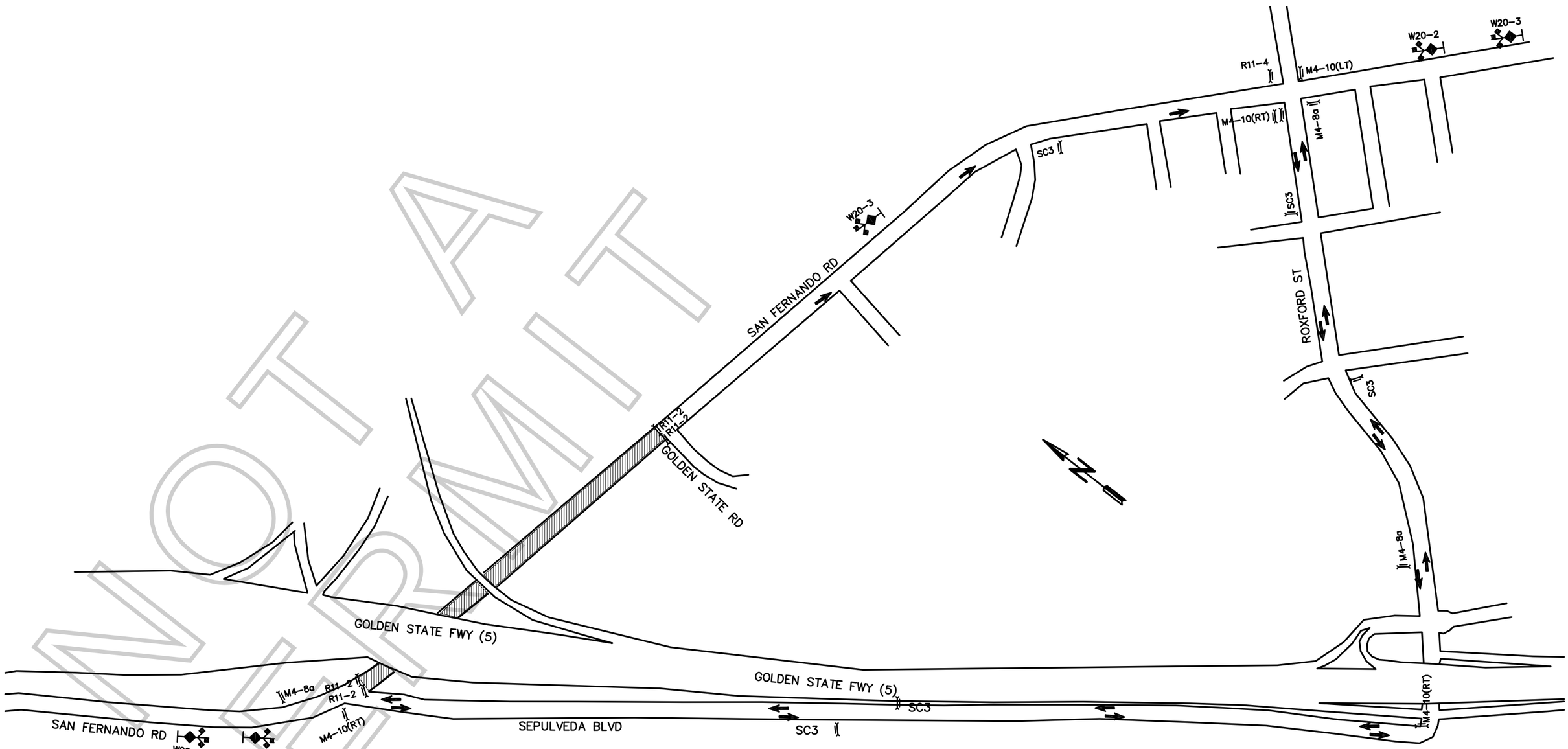

LEGEND:

- ADVANCE WARNING SIGN
- SIGN ON TYPE I BARRICADE
- TRAFFIC CONE 28" (REFLECTIVE)
- FLASHING ARROW SIGN (FAS)
- CLOSURE/WORK AREA

ROAD WORK AHEAD W20-1	DETOUR AHEAD W20-2	ROAD CLOSED AHEAD W20-3	RIGHT LANE CLOSED AHEAD W20-5(RT OR LT)	LANE CLOSED C30(CA)	R3-1 R3-2	W1-6(LT)	DETOUR M4-10(RT) DETOUR M4-10(LT)	DETOUR SC3	END DETOUR M4-8a	RAMP CLOSED R11-2	ROAD CLOSED TO THRU TRAFFIC R11-4

FILM LA COORDINATOR: TIM OVERBECK
FILM LA PERMIT # F-39948

CLOSURE INFO:

FULL CLOSURE SAN FERNANDO RD
FROM SEPULVEDA BLVD - GOLDEN STATE RD
5/16, 1000-1500

RADICAL MEDIA
"AD COUNCIL"
LOCATIONS CONTACT:
NOAH GRANGE 323.260.4777(4PPS)

TCP DRAWN BY:
JOE VELASCO JR.
PACIFIC TRAFFIC CONTROL, INC.
323.981.0600 PH.
LIC # 944488

GENERAL NOTES:

1. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE CURRENT STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA M.U.T.C.D., AND ANY ADDENDUMS THERTO, AND AS SHOWN ON THESE PLANS.
2. THERE SHALL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
3. CONES SHALL BE 28" MINIMUM HEIGHT AND SHALL HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
4. POLICE SHALL DIRECT TRAFFIC AS NECESSARY.

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